



JAMES A. NOYES, Director

COUNTY OF LOS ANGELES

DEPARTMENT OF PUBLIC WORKS

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IN REPLY PLEASE
REFER TO FILE: **T-3**

June 27, 2002

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Dear Supervisors:

**ACCEPTANCE OF STATE OF CALIFORNIA PEDESTRIAN SAFETY GRANT
ALL SUPERVISORIAL DISTRICTS
3 VOTES**

IT IS RECOMMENDED THAT YOUR BOARD:

1. Accept a grant from the State of California Office of Traffic Safety (OTS) in the amount of \$451,500 for the Pedestrian Safety Social Marketing Campaign, as described in the enclosed Grant Management Statement.
2. Authorize the Director of Public Works, or his designee, to act as an agent for the County of Los Angeles when conducting business with the State on items related to this grant.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

On July 11, 2000, your Board approved the guidelines to be followed prior to the acceptance by the County of State and Federal grants of \$100,000 or more. These guidelines include a requirement that a County Department prepare a Grant Management Statement for your Board's review prior to the Department carrying out the activities covered under the grant.

On May 7, 2002, the State of California Business, Transportation, and Housing Agency, through its OTS, notified Public Works of a successful application for the following pedestrian safety grant:

Pedestrian Safety Social Marketing (PSSM) Campaign in the amount of \$451,500

Acceptance by the County of this State grant will provide revenue for Public Works to carry out a Countywide public awareness campaign to enhance pedestrian safety for children between the ages of 5 and 18. The PSSM Campaign will provide education on safe and responsible pedestrian practices and behaviors, targeting elementary and junior/high school-aged pedestrians. The education media will consist of six weeks of radio media, which will be two announcements a day, each 60 seconds in length, and production/distribution of 2.3 million textbook covers to schools.

Delegating authority to the Director, or his designee, to act as an agent for the County when conducting business with the State on items related to this grant will streamline the project delivery process.

Implementation of Strategic Plan Goals

This action is consistent with the County Strategic Plan Goals of Service Excellence and Children and Families' Well-Being since the implementation of this grant will help enhance pedestrian safety, therefore, improving the quality of life in the County.

FISCAL IMPACT/FINANCING

This grant will require a match of \$30,000 in County funds. We intend to provide in-kind services, such as in-house contract administration, for much of this match amount. There will be no cost to the County General Fund.

Sufficient funds for this work are included in the Fiscal Year 2002-03 Road Fund Budget.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The Grant Management Statement for this grant has been prepared using the guidelines established by the Chief Administrative Officer and adopted by your Board.

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The grant will require the execution of a County-State project agreement, which is currently being prepared by the OTS. Your action will allow this agreement to be executed by the Director, or his designee, in his role as an agent for the County.

ENVIRONMENTAL DOCUMENTATION

A finding of environmental impact is not required for this grant.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

The funds received from this grant must be used on a public awareness campaign on pedestrian safety for children between the ages of 5 and 18. We do not anticipate the hiring of additional staff to carry out the work for this grant. We will use consultant services for specific functions for the project. These consultant services will terminate upon completion of the work or if the grant is exhausted. The County will not incur any incremental increase in maintenance costs upon completion of the work performed under this grant.

CONCLUSION

At such time as these recommendations may be approved, please return one approved copy of this letter to Public Works.

Respectfully submitted,

JAMES A. NOYES
Director of Public Works

GS:rj
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Enc.

cc: Chief Administrative Office
County Counsel